



HOMWORK ACTION PLAN

S SPECIFIC **M** MEASURABLE **A** ACHIEVABLE **R** RELEVANT **T** TIME-BOUND

Name ALEXANDER MARCOUX Class # N384
 Dealership BETTEN BAKER ALMA, INC. Date 2/23/2022

Current Situation or Challenge to be Addressed:	NEED TO IMPROVE DIGITAL PRESENCE AND ONLINE CUSTOMER SHOPPING/BUYING EXPERIENCE. ESPECIALLY MOBILE. CURRENTLY HAVE 3 ACTIVE CHAT TOOLS		
Current Performance Level (include specific measure):	BOUNCE RATE PAST 90 DAYS = 38.15% (INCREASE OF +31.3% VS PRIOR 90 DAYS). SESSION DURATION PAST 90 DAYS = 2m5sec (DECREASE OF -19.9% VS PRIOR 90 DAYS) NEW PAGE USERS PAST 90 DAYS = 7,967 RETURNING PAGE USERS PAST 90 DAYS = 317 TOTAL PAGE VISITS PAST 90 DAYS = 35,834 MOBILE USERS = 63.7%, DESKTOP USERS = 38.8%, TABLET USERS = 2.4%		
Goal (what do you want to achieve?)	DECREASE BOUNCE RATE, INCREASE SESSION DURATION. IMPROVE THE LAYOUT AND CONTENT OF WEBPAGE/MOBILE SITE TO MAKE IT EASIER TO NAVIGATE - SITE NEEDS TO BE CLEAR, ACCURATE, AND TRANSPARENT		
Goal Performance Level (include specific measure)	DECREASE BOUNCE RATE TO 25.00% BY 6/31/22. INCREASE AVERAGE SESSION DURATION FROM 2m5sec TO 3m30sec BY 6/21/22.		
Goal Start Date:	3/1/2022	Goal End Date:	7/1/2022
First Check-in Date:	4/1/2022	Performance Objective:	ELIMINATE 2/3 CHAT TOOLS ALL URL'S FUNCTIONAL ONLINE BUYING PROCESS FULLY FUNCTIONAL AND COMMUNICATES WITH LEAD SOURCES.
Second Check-in Date:	5/2/2022	Performance Objective:	SALES EMPLOYEES FULLY TRAINED ON ONLINE BUYING PROCESS/APPT

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Third Check-in Date:	6/1/2022	Performance Objective:	BOUNCE RATE < 30.00% SESSION DURATION > 3min
Fourth Check-in Date:	7/1/2022	Performance Objective:	BOUNCE RATE < 25.00% SESSION DURATION > 3m30sec
How does your goal align with the dealers' vision?	ALIGNS WITH DEALER VISION BY DRIVING TRAFFIC AND PROVIDING A WORLD CLASS SHOPPING/BUYING EXPERIENCE FOR OUR GUESTS - IN PERSON AND DIGITALLY		
What are the potential benefits of achieving your goal?	HIGHER CONVERSION OF "SHOPPERS" TO "BUYERS" WHEN SITE IS MORE USER FRIENDLY. BY PAYING BETTER ATTENTION TO DIGITAL ANALYTICS WE WILL SEE THE PRIMARY AREAS OF CONCERN AND ADDRESS THEM. EASIER DIGITAL EXPERIENCE = HIGHER CSI & HIGHER GROSS PROFIT		
What are the potential consequences if you don't achieve your goal?	DEFECTION OF OUR DIGITAL USERS TO OTHER DEALERS' SITES. LOWER GROSS PROFIT. DECREASED INVENTORY TURN. HIGHER AD SPEND TO DRIVE TRAFFIC & CAPTURE GUESTS		
Why is the goal important to you?	IMPORTANT TO PROVIDE A WORLD CLASS EXPERIENCE BOTH ONLINE AND IN PERSON. WE'VE BEEN MISSING OPPORTUNITIES DUE TO POOR DIGITAL PRESENCE.		
Potential Obstacles	LACK OF SKILLSETS AND KNOWLEDGE WHEN IT COMES TO WEBSITE DESIGN AND LAYOUT.		
Potential Solutions	HIRE 3RD PARTY TO WALK THROUGH DIGITAL ANALYTICS AND WORK WITH WEBSITE VENDORS TO GET IT CLEANED UP		
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	INCREASE OF 8 NEW CAR LEADS/WK x 15% APPOINTMENT RATIO = 1.2 X 25% CLOSE RATIO = .36 X AVG PNVR \$4,478 = \$1,612 X 52 WEEKS = \$83,828 ADDED ANNUAL GROSS PROFIT		

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What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
HIRE RONDA VANBUREN TO ASSIST WITH DIGITAL	\$1350/MONTH FEE	GENERAL MANAGER	SHE WILL CLEAN UP SITE AND MAKE HEALTHY RECOMMENDATIONS AS WELL AS COMMUNICATE WITH WEBSITE VENDORS	3/1/2022 - ONGOING
ELIMINATE 2/3 CHAT TOOLS	GM GLOBAL CONNECT ONLINE ENROLLMENT FORMS - MAKE CHANGE	GENERAL MANAGER / RONDA VANBUREN	WEBSITE EASIER TO NAVIGATE AND CLEANER TO VIEW	3/1/2022 - ONGOING
WEBSITE AUDIT - MAKE SURE ALL URL'S WORK PROPERLY AND ARE EASY TO NAVIGATE BOTH ON DESKTOP AND MOBILE	DEALER.COM RONDA VANBUREN GM GLOBAL CONNECT	GENERAL MANAGER RONDA VANBUREN	LOWER BOUNCE RATE & LONGER SESSION DURATION	3/1/2022 - ONGOING
REVIEW GOOGLE ANALYTICS PAGE TO SEE WHERE BOUNCE IS HAPPENING	GOOGLE ANALYTICS DASHBOARD RONDA VANBUREN	GENERAL MANAGER RONDA VANBUREN	ADDRESS ISSUES WHICH WILL LEAD TO LOWER BOUNCE RATE AND LONGER SESSION DURATION	4/1/2022 - ONGOING
PICK ONE ONLINE SHOPPING FORM AND MAKE IT PROMINENT ON THE PAGE	DEALER.COM GM GLOBAL CONNECT	GENERAL MANAGER RONDA VANBUREN	EASY/ TRANSPARENT ONLINE BUYING EXPERIENCE = HAPPIER CUSTOMER	4/1/2022 - ONGOING

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VEHICLE PHOTOS - REAL, NOT STOCK	CAMERA, DEALER.COM	GENERAL MANAGER SALES MANAGER	REAL PHOTOS = HIGHER CONVERSION	4/1/2022 - ONGOING
Click or tap here to enter text.				

As you work toward your goal, it’s important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don’t have to spend your valuable time micromanaging.

Once you’ve accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

DAILY/WEEKLY/MONTHLY MONITORING OF INTERNET LEAD CONVERSION/CLOSING RATIO. MONITOR GOOGLE ANALYTICS ON A WEEKLY BASIS AND REVIEW WITH NEW CAR MANAGER/RONDA VANBUREN. MAKE DIGITAL SELLING A POINT OF FOCUS AT LEAST ONCE WEEKLY DURING MORNING SALES MEETINGS. FOCUS ON TRAINING AND REWARD HIGH INTERNET APPOINTMENT CLOSING PERCENTAGES WITH SPIFFS.

Describe any planning or implementation meetings conducted as part of development of your plan.

HAVE ALREADY PAID RONDA VANBUREN TO GET STARTED MONITORING OUR WEBSITE AND AUDITING THE FUNCTIONALITY OF IT. SHE IS A SEASONED PROFESSIONAL AND WILL GET US ON TRACK IN NO TIME. WE ALSO WATCHED THE VIDEO RECORDING OF JOE ST PIERRE DURING OUR CLASS SESSION. THIS HELPED THEM UNDERSTAND THE IMPORTANCE OF OUR DIGITAL PRESENCE AND HOW SERIOUS IT IS TO KNOW WHERE OUR CUSTOMERS ARE IN THE BUYING PROCESS. WILL CONTINUE TO TRAIN MYSELF AND MY STAFF ON INTERNET SALES PROCESS.

Sponsor Signature: _____